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ABSTRACT

A California State University (Fullerton) program brings together faculty in business administration, economics, and foreign languages in an interdisciplinary effort to internationalize the business curriculum. The program has attracted a rapidly enlarging student following, with Spanish the largest language concentration and Japanese the fastest growing. Demand for all international business courses has increased. The number of graduates has increased from one in 1984 to 75 in 1989, with a total of 174 graduates. Finding appropriate internships for the unexpectedly large number of students has been difficult, but other curriculum options are available to meet the requirement. According to a recent survey of program participants, international placements with local firms constitute 40% of the assignments. Over half the survey respondents gained entry-level employment in some aspect of international operations. Program strengths include its uniqueness, highly motivated students, good internship placement, international faculty, counseling services, seminars, and scholarships offered. Weaknesses include too large a number of participants under the present structure, lack of a core faculty with adequate qualifications, low supply of internships, some curriculum problems, inadequate support materials, and need for a database. The program brochure, enrollment and employment data, internship data, and respondent comments are appended. (MSE)

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INTERNATIONAL BUSINESS DEGREE WITH A CONCENTRATION IN A FOREIGN LANGUAGE: A CASE STUDY AT CALIFORNIA STATE UNIVERSITY, FULLERTON

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An International Business Degree with a Concentration in a Foreign Language: A Case Study at California State University, Fullerton

I. Background

Globalization has emerged as a key theme of business over the last number of years. There is an increasing pressure from the mass media, business executives, and the American Assembly of Collegiate Schools of Business (AACSB) on business schools to overhaul their present business disciplines to reflect the changing global environment of business.

The degree at California State University, Fullerton brings faculty of the School of Business Administration and Economics together with that of the Department of Foreign Languages (see attached degree requirements).

The student is required to complete all the basic requirements of the business degree. In addition the student is also exposed to specific knowledge related to the practice of business in the international arena. The entering student is tested for intermediate competency in the appropriate foreign language. At this time we offer French, German, Japanese, Portuguese, and Spanish.

Our approach is cross-disciplinary, incorporating business disciplines, foreign languages, and some aspects of area studies. Since the international dimension spans several traditional functional disciplines, our program tries to synthesize across disciplines.

II. The Program at California State University, Fullerton

A. <u>The Overall Program Goals and Objectives</u>

The objective is to provide the student with that body of knowledge common to all students in the field of business, whatever their concentration; to provide specific knowledge related to the practice of business in the international area; and to provide training in a foreign language and instruction in the history and culture of the country or countries where the language is used so that the student will be capable of dealing directly with business people.

B. Organization

The University Faculty Council's documents set the structure of a joint degree program. It is governed by a Coordinating International Business Program Council which consists of four representatives from the School of Business Administration and Economics and three representatives from the Department of Foreign Languages and Literatures.

C. Trends in the Majors

From 49 in Spring of 1984 the numbers have increased to 470 during the Spring 1990 semester (Exhibit I). The numbers of majors surpassed all our expectations of the original proposal where the estimate was to have 20 to 30 majors within the first few years. In total Spanish has the highest number, but the fastest growth is in Japanese.

The numbers might have been even higher if it were not for two additional factors. The School of Business Administration and Economics has been enforcing the lower core prerequisites. Also the students are advised against the program unless they are truly committed to all the requirements of the degree, have an adequate literacy in the foreign language before starting the program, and are prepared to meet the internship requirements.

D. Enrollments in Classes

As Exhibit II indicates the demand for all business international courses has increased, especially in finance, economics, and marketing (note: these courses can also be taken as electives by non-international business majors).

The prerequisite to all 300 level foreign language courses is competency at the intermediate level. This may distort the comparison of enrollments in 300 and 400 level business courses with those in the foreign language courses, i.e., there is a lag in completing the latter.

The enrollment impact is particularly significant for some foreign languages, especially in the beginning language courses.

E. Graduates

Since the beginning of the program, the number of graduates went from one in 1984 to 75 in 1989. In total there are 174 graduates from this program (Exhibit III).

F. Internships

Since this is an important component of the degree, successful placements present a challenge for this program.

The ideal internship situation is to have students spend at least four months with a firm, approved by the faculty, having international dealings and in which daily use of a foreign language is a normal procedure. However, given the unexpected number of majors in this program, the framework under which all these students could be placed with firms meeting the above conditions, on an on-going basis, is still being developed. In the interim, a number of alternatives to fulfill this requirement have been utilized. (Exhibit IV).

Since the objective of the internship is to apply business knowledge in any of the business functional areas, such as finance, human resources, export administration, sales, marketing, and management in an organizational structure; and, to advance and gain practical knowledge in a language, many of these options or combinations achieve the intent. The most commonly used options are numbers 1, 2, 3, 5, and 6.

Having a data base on all the internships is now being implemented.

III. Performance Measures

There are several output measures which are being used to evaluate programs and degrees such as GPA, GMAT scores, and others. For a number of reasons these were not used in our review. Instead, we chose to track internships, entry positions, career progression, and in general, evaluation of the program by our graduates.

A. Internships

Overseas or international assignments with local firms constitute 40% of the placements. (Exhibit V and V.A.).

The student organization, AIESEC, has been very helpful with the internship placements. Several of these internships were satisfied through overseas study programs.

B. Entry Positions

The following information is based on a 30% response rate to the survey by the graduates. Of those responding seven (14.6%) work overseas. Another nineteen (40%) are in international positions with U.S.-based firms. Combining both, over 50% of the graduates had entry positions in some function of international operations. Typical entry positions are as export sales trainee, export order entry clerk, export administrator, financial analyst, etc. Since entry positions are basically in functional areas, CSUF graduates have done well. A better indication is to see where the CSUF graduates are five or ten years after their graduation. (Exhibit V and V.B.).

C. Comments of Current Students Regarding the Program

Since every student has to see two advisors, one for International Business and one for the Foreign Language, no formal survey has been conducted. The input received from these discussions has been taken into consideration. In fact, the views of current students parallel those of the alumni who have been formally queried. Very many of the respondents are recent graduates which further reinforces the position that views of current students and alumni are similar.

D. Comments from Alumni

On three different occasions a survey has been conducted. Since the number of graduates to these were not overwhelming, taking a census was actually attempted. Keeping track of all the graduates, especially given the fast growth rate of this program, has somewhat overwhelmed the Coordinating International Business Degree Council.

Of the 164 queried, there were 41 responses. A plan is to have a detailed data based on all the alumni. This should help with future reviews of the program, internships, career opportunities, speakers, and offering of special program.

The survey results are summarized in Exhibits VI and VII.

Their concerns continue to be addressed. Several informational workshops on internships and careers are being offered each semester. Those include how to prepare and how to locate an internship. This is offered in conjunction with the Office of Cooperative Education. The instructors in international marketing require all the students to conduct a research project using library sources on assessing international career opportunities and on international operations of local companies.

Seminars on international topics are offered on campus by the university community. There will be more seminars focusing on current topics and concerns. A review of the content of the required international courses and foreign languages should address some of their concerns.

IV. Discussion

Program Strengths and Weaknesses

Strengths:

It is a unique degree in that it provides breadth in the business discipline and adds the cultural dimensions to international business. Through the study of the language the student gains an appreciation for the history, economy, and communications of the country or the region of the language.

The students in this program are highly motivated. Typically the student or his/her family has travelled or resided abroad. A number of students are foreign exchange or foreign born students who have a great interest to broaden their international educational experience. Many are or want to be multilingual.

Well placed internships can be invaluable for the professional growth of the student. We have student interns on an on-going basis with the World Trade Association of Orange County, the U.S. Department of Commerce Orange County, the Orange County Office of Export Administration, the International Marketing Association, and several in Germany.

The faculty is quite international. Every member has either through his/her professional or academic interests travelled, resided, or studied abroad. Research and consulting efforts also reflect these interests. The faculty in the foreign languages took it upon themselves to study the economy and the business structure of the country or region of the language and to prepare appro-

priate materials for the business and commercial aspects in teaching the language. One professor wrote a textbook since there was a shortage of appropriate teaching materials in German. The faculty members have also been working on developing overseas internships.

Counseling
In addition to the services of the SBAE centralized counseling office, each student receives a letter each semester from the international business advisor suggesting individual meetings to discuss the internship and the academic program. Additional career preparation workshops are conducted each semester.

Seminars
Several seminars were presented for the students and faculty. The students are also encouraged to attend the seminars, workshops, and meetings sponsored by the International Marketing Association at a reduced cost.

Scholarships
The International Marketing Association of Orange County grants 3 to 4 scholarships each year. It is open to all the students studying international business in Orange County. Since its inception there have been 13 recipients, all from CSUF.

Weaknesses:

Organizational Structure
Because of the rate of growth the number of majors may be too large under the present structure.

Faculty
Because it is a program rather than a department, the program lacks a sufficient "critical mass" of faculty with academic and research credentials in the field of international business. It is up to each department to recruit the faculty. The Coordinating Council has no authority in the process.

Internships
Because of the great number of students, the supply and demand often do not match. There is a need to put more effort (resources) to develop strong relationships with local companies and those abroad.

Number of Majors
Given the current organizational structure and resources the number of majors may be too large, especially in terms of the quality and quantity of internships.

Not to sacrifice academic quality, another alternative to the internship may be advisable. For example, unless there is a "truly" international experience, the student may be asked to choose another 1) business course, 2) foreign language course, 3) an international course outside the area of business and foreign language, or 4) a combination.

Curriculum
The student has to take a 3 unit collateral course outside the major. Somehow additional courses should be encouraged.

Entry Positions and Expectations

As all of us know, business majors as a rule are very goal-oriented.

Since the degrees in business are career-oriented, the students often associate the degree with the entry position after graduating. Through individual counseling and group meetings, we try to explain that the degree should assist with professional and personal orientation and and not be viewed as "how to" preparation for an entry position.

Future Plans

Support Materials
Video Library--we need to expand the holdings. There are many videos on the content and training films in areas of cross-cultural communications, international negotiations, etc.

Data Base

Computerize Internships--we are working to have these data by company, industry, and job description, and relate these to Orange County's economic base.

Computerize Listings of Companies--for career opportunities a listing is being prepared. This is an on-going project.

Computerize Alumni Records--this is also an on-going project to have data by date of graduation, type of internship, initial and current positions, etc.

Continue to take Surveys--of current students and alumni. This is an on-going task.

Develop an inventory of CSUF faculty and other support resources available to the program. This has recently been completed.

Develop "contractual" agreements with local companies and overseas firms for internships. We all are working to achieve this working relationship.

Seminars, Field Trips--we have started to showcase local companies, which conduct seminars/workshops. These visits help students with their career objectives.

Curriculum--the goal is to strengthen international coverage in the designated courses. As the university curricula gets internationalized this program will benefit the program. The School of Business Administration and Economics is determined to "internationalize" the program, faculty, and students.

Faculty--the School of Business Administration and Economics have recently hired several new faculty who possess both academic training and research interests in some aspect of international business.

FULLERTON

bachelor of arts in
INTERNATIONAL BUSINESS

Cal State Fullerton offers one of the leading business administration programs in the United States. Our aim is to provide a challenging and stimulating program which equips our students with the intellectual and professional tools necessary for responsible positions in an increasingly global environment.

Of the nation's 1200 institutions that grant degrees in business or management, only about 250 are accredited by the American Assembly of Collegiate Schools of Business. Accreditation assures a rigorous course of study covering the full spectrum of business disciplines. It also indicates a well-qualified faculty, high standards for students, access to an extensive library system, and appropriate computing resources. Cal State Fullerton is the only university in Orange County to have both its undergraduate and graduate business programs fully accredited by the AACSB. This is clearly a mark of excellence for the School's academic programs.

THE INTERNATIONAL BUSINESS CAREER PATH

You may start off in the export department of a local firm, but you could end up traveling, and conducting business, around the world! Southern California is a major international business center, and there are many entry level jobs in international sales, contracts and distribution. Or you might travel for your company, coordinating their international trade shows. Eventually, you might get promoted to director of international operations. To prepare for this career path, you'll need to know about business administration and about international business. To communicate effectively, you'll need to know a foreign language and how it's used in business. The B.A. in International Business prepares you for this career path and offers concentrations in French, German, Japanese, Portuguese and Spanish. And, to get you started on your career, the curriculum includes an internship with an international business.

PREPARATION FOR THE MAJOR

Students who expect to complete this program in the usual four-year period should realize that the total requirements, including general education courses and prerequisites, can exceed 124 semester units. Intermediate level competency in a foreign language is prerequisite to the required concentration courses. It is therefore strongly recommended that students complete a minimum of three years of foreign language study while in high school. Similarly, algebra and geometry are necessary for many required business courses. The equivalent of three years of high school mathematics, including a second course in algebra, is the prerequisite for the required Mathematics 135, Business Calculus. Students without the necessary background will need to enroll in Mathematics 115, College Algebra.

ACADEMIC ADVISING

See an advisor as soon as you decide to major in international business. For help with planning your curriculum and explanations of university policies, meet with an advisor in the *Business Advising Center,* Langsdorf Hall, 7th floor, Room 700; (714) 773-2211. For assistance in determining your competency level in your foreign language, consult an advisor in the *Department of Foreign Languages and Literatures,* Humanities Building, Room 835C; (714) 773-3534. For further information about the International Business career path and the required International Business internships, consult the *Chair, International Business Program Committee, Dr. Irene Lange,* Langsdorf Hall, Room 626, (714) 773-2223.

Determine your official catalog year when you meet with your advisor. Requirements vary for different catalog years. This brochure shows requirements for the Fall 1990 catalog year.

Consult your university catalog for a full statement of all requirements and regulations, for full course descriptions and prerequisites, and for general education requirements. This brochure is printed for your convenience. However, official statements of degree requirements are found only in the CSUF catalog and class schedule.

INTERNATIONAL BUSINESS CURRICULUM REQUIREMENTS

To enhance their understanding of business administration, students are encouraged to take courses in the behavioral, social and political sciences; in communication and mathematics; and in the humanities. Many courses in these fields may be used to meet the general education requirements.

Pre-international students will be admitted to the International Business major upon completion of the required lower-division core courses with a grade of at least "C" in each course and upon demonstration of satisfactory progress toward intermediate foreign language competency. For each semester's deadline dates, consult an advisor in the Business Advising Center, Langsdorf Hall, Room 700.

REQUIRED LOWER-DIVISION CORE COURSES

Economics 201 Principles of Microeconomics (3) *Not recommended for first-time freshmen*
Economics 202 Principles of Macroeconomics (3) *Prerequisite:* Econ 201
Note: Econ 210, Principles of Economics (5), may be substituted for Econ 201 and Econ 202.
Math 135 Business Calculus (3)
or Math 130 A Short Course in Calculus (4) *or* Math 150A Analytic Geometry and Calculus (4)
Prerequisite: Three or four years of high school math and a passing score on the Math Qualifying Exam.
Accounting 201A Financial Accounting (3) *Not open to freshmen.*
Accounting 201B Managerial Accounting (3) *Not open to freshmen. Prerequisite:* Accounting 201A.
Management 246 Business Law (3) *Not recommended for freshmen.*
Management Science 265 Introduction to Information Systems and Computer Programming (3)
Note: Management Science 265L Computer Programming Lab (1) is optional, and is recommended for students enrolled in Management Science 265.
Note: As an alternative to Management Science 265, students may take both Management Science 263 Intro to Information Systems and Micro Computer Applications (2) *and* Management Science 264 Intro to Computer Programming (2).

and

Foreign Language Proficiency: Intermediate competency in the appropriate foreign language is prerequisite to the required concentration courses. If necessary, students should enroll in French, German, Japanese or Spanish 101, 102, 203, and/or 204, or, for students with previous study of a romance language, Portuguese 101 and/or 102. Students may enroll at any point in this sequence of courses for which their previous study and/or experience prepared them. Normally, two or three years of high school language study are counted as the equivalent of ten units of college language study. Students should consult an advisor in the Department of Foreign Languages and Literatures before enrolling in their first foreign language course.

REQUIRED UPPER DIVISION CORE COURSES

Note: International business majors shall not enroll in any required upper-division core course until they have completed all of the required lower-division core courses with a grade of at least "C" in each course. Students desiring to enroll in required upper-division core courses while concurrently completing the **last** of their required lower-division core course may select, *if specific prerequisites are met,* only Business Administration 301, Economics 335 and/or Management Science 361.

Business Administration 301 Business Writing (3)
or Business Administration 301W Business Writing Workshop (3)
Prerequisite: English 101 (with a grade of C or better).
Note: Business Writing is recommended for sophomores and juniors. It provides good preparation for upper-division business courses, which may require written reports, term papers and essay exams. Business Administration 301 or 301W should be taken before registering for any 400-level SBAE course.
Economics 335 International Economy (3) *Prerequisite*: Econ 201 or 210.
Finance 320 Business Finance (3) *Prerequisite*: Accounting 201B. *Corequisite*: ManSc 361.
Finance 370 International Business Finance (3) *Prerequisite*: Finance 320.
Management 339 Managing Business Operations and Organizations (3) *Prerequisite*: All lower-division business core courses. *Corequisite*: ManSc 361.
Management 340 Organizational Behavior (3) *Prerequisite*: General education in social sciences. *Corequisite*: ManSc 361.
Man. Science 361 Probability and Statistical Methods in Business and Economics (4) *Prerequisite*: Math 135 and Management Science 265, or equivalents.
Marketing 351 Principles of Marketing (3) *Prerequisite*: Econ 202 or 210. *Corequisite*: ManSc 361.
Marketing 458 International Marketing Policies (3) *Prerequisites*: One upper-division course in economics, finance, management and marketing and senior standing.

And a minimum of three units chosen from among the following electives:

It is recommended that students take up to 12 units of electives, if possible.

Anthropology 303 Economic Anthropology (3)
Anthropology 308 Culture Change (3)
Comparative Literature 453 The Novel in France and Germany (3)
Geography 333 Latin America (3)
Geography 336 Europe (3)
Geography 344 Africa (3)
Geography 360 Economic Geography (3)
History 350 History of Latin American Civilization (3)
History 429 Europe Since 1914 (3)
History 432 Modern Germany from the 18th Century (3)
History 453 Modern Mexico (3)
Philosophy 312 Business and Professional Ethics (3)
*Political Science 430 Government & Politics of a Selected Nation-State (3)
*Political Science 431 Government & Politics of a Selected Area (3)
Political Science 457 Politics of International Economics (3)
Speech Communication 320 Intercultural Communication (3)

*When topic is appropriate.

REQUIRED CONCENTRATION (choose one of the following)

Concentration in French:

French 310 French in the Business World (3)
French 311 French for International Business (3)
French 315 Origins of Modern France (3)
French 325 Contemporary French Civilization (3)

Concentration in German:

German 310 German in the Business World (3)
German 311 German for International Business (3)
German 315 Introduction to German Civilization (3)
German 325 Current Trends in Culture of German Speaking People (3)

Concentration in Japanese:

Japanese 310 Japanese for the Business World (3)
Japanese 311 Japanese for International Business (3)
Japanese 315 Introduction to Japanese Civilization (3)
Japanese 316 Modern Japan (3)

Concentration in Portuguese:

Portuguese 310 Portuguese in the Business World (3)
Portuguese 317 Advanced Conversation and Composition (3)
Portuguese 320 Introduction to Luso-Brazilian Culture and Civilization (3)
Portuguese 325 Contemporary Brazilian Civilization (3)
Note: One of the following courses may be substituted for Portuguese 320 or 325:
Spanish 310 Spanish in the Business World (3)
Spanish 311 Spanish for International Business (3)

Concentration in Spanish:

Spanish 310 Spanish for the Business World (3)
Spanish 311 Spanish for International Business (3)
Spanish 315 Introduction to Spanish Civilization (3)
Spanish 316 Introduction to Spanish-American Civilization (3)
Note: Students may substitute one of the following for Spanish 315 or 316:
Spanish 415 Contemporary Spanish Culture (3)
Spanish 416 Contemporary Spanish-American Culture (3)

Concentrations in Other Languages:
Upon review and recommendation of the International Business Program Council, students who have earned academic credit for courses equivalent to those in the language concentrations, but in languages other than French, German, Japanese, Portuguese or Spanish, may be awarded a degree with a concentration in the relevant language. In cases where the student has completed some, but not all of the equivalents, the Program Council may recommend appropriate course work.

REQUIRED INTERNSHIPS

Foreign Languages 495 Internship (3)

and one of the following:

Economics 495	Internship (3)
Finance 495	Internship (3)
Management 495	Internship (3)
Management Science 495	Internship (3)
Marketing 495	Internship (3)

Note: All students are required to spend a minimum of four months in full-time employment with a faculty-approved firm having international dealings and in which daily use of a foreign language is normal procedure. (Highly qualified students, i.e., those having a 3.2 GPA in their upper-division core and concentration courses, will be aided in finding six-month positions abroad.) Simultaneous enrollment in the two required internships is therefore expected, and students normally will not take any other course work during this period.

OTHER REQUIREMENTS

English proficiency requirement: Pass the Examination in Writing Proficiency (EWP). You must take the EWP when you have completed 60 units toward the bachelor's degree.

Grades: Attain at least a 2.0 GPA (C average) in all university courses and in the concentration courses, and at least a C grade in each course required for the major (other than concentration courses).

Grade Options: Take all required core and concentration courses for a letter grade (A,B,C,D,F). The credit/no credit grading option may not be used for these courses, and a grade of CR (credit) will not satisfy the requirements of the degree. Exception: Mathematics 135 (or Mathematics 130 or 150A) and Internship may be taken under the credit/no credit option, although courses taken to meet general education requirements must be taken for a letter grade.

Residence: At least 12 units of upper-division core courses, 6 units of upper-division concentration courses and 6 units of internships must be taken in residence at CSUF.

AIESEC*
(International Association of Students in Economics and Business Management)

To complement your studies there is a group on campus that is specifically geared towards International Business majors. AIESEC's main goal is to promote international awareness and cooperation. This goal is accomplished through an exchange program. The students of AIESEC work together to interact with the local business community to create traineeship opportunities for foreign students. For each traineeship generated within Orange County for a foreign student, one AIESEC-CSUF member can go to one of 64 participating countries for a paid traineeship lasting from 6 weeks to 18 months. In doing so, AIESEC provides opportunities for its members to gain experience in many areas that will be valuable to them upon graduation. These include Marketing, Corporate Fundraising, Finance, Computer Operations, Corporate Relations, Intercultural Relations, Public Relations, and Management.

For information about AIESEC meetings, contact the Marketing Department LH-626, 773-2223

*AIESEC (pronounced "eye-sek")

31

EXHIBIT I

INTERNATIONAL BUSINESS DEGREE MAJORS

	S-84	F-84	S-85	F-85	S-86	F-86	S-87	F-87	S-88	F-88	S-89	F-89	S-90
Int'l Bus.													
French				9	15	20	29	27	27	32	34	25	24
German				9	14	12	13	13	18	25	28	23	25
Spanish				23	29	36	46	51	71	61	70	61	71
Japanese				-	-	-	1	-	-	9	19	23	26
Portuguese				-	-	-	-	-	-	1	2	3	2
Other*	-	-	-	-	-	-	-	22	31	19	12	12	32
Pre Int'l.	49	261	238	260	260	317	316	294	284	296	279	317	290
Total Int'l. Bus.	49	261	238	301	318	385	405	385	400	424	437	464	470

*Students pursuing other languages at local universities.

W/IBDMJRS

EXHIBIT II

ENROLLMENTS

International Courses

	S83	F83	S84	F84	S85	F85	S86	F86	S87	F87	S88	F88	S89	F89
International Business Finance	40	38	37	26	24	36	32	28	62	77	118	144	165	136
The International Economy	-	-	25	-	48	51	52	66	51	116	92	108	70	70
International Marketing Policies	-	-	-	54	48	37	47	-	75	77	89	71	94	86
French in the Business World	-	-	-	9	-	21	-	13	-	29	-	23	-	20
French for International Business	-	6	-	-	11	-	18	-	21	-	16	-	25	-
Origins of Modern France	-	23	-	12	-	39	-	18	24	19	19	24	21	23
Contemporary French Civilization	-	-	20	-	21	-	29	8	29	-	16	9	13	17
German in the Business World	-	-	13	-	17	12	14	-	21	-	23	-	19	-
German for International Business	-	12	-	13	-	-	-	17	-	19	-	18	-	23
Introduction to German Civilization	-	-	-	24	-	-	-	32	-	26	-	38	-	30
Current Trends in Culture of German Speaking People	-	-	12	-	24	-	23	-	25	-	26	-	25	-
Spanish in the Business World	-	33	-	35	-	34	25	21	28	22	32	26	25	45
Spanish for International Business	-	-	21	-	16	-	36	23	21	24	34	29	25	25
Introduction to Spanish Civilization	-	18	19	27	23	29	26	31	52	24	47	27	50	48
Introduction to Spanish-American Civil.	-	-	-	-	7	-	-	-	-	-	-	-	6	-
Portuguese in the Business World	-	-	-	-	-	-	-	8	-	-	-	-	-	-
Advanced Conversation Competency	-	-	-	5	-	-	-	-	-	9	-	-	-	-
Introduction to Luso-Brazilian Culture & Civilization	-	-	-	-	-	-	-	11	-	-	-	10	-	-
Contemporary Brazilian Civilization	-	-	-	-	-	-	-	-	-	-	8	-	-	-
Japanese in the Business World	-	-	-	-	-	-	-	12	-	9	-	22	-	19
Japanese for International Business	-	-	-	-	-	-	-	-	9	-	10	-	20	-
Introduction to Japanese Civilization	-	-	-	-	-	-	-	19	-	-	-	19	-	29
Modern Japan	-	-	-	-	-	-	-	-	-	-	-	-	-	-

IBM/EXHIBII

EXHIBIT III

GRADUATES OF THE INTERNATIONAL BUSINESS PROGRAM

YEAR	84	85	86	87	88	89	Total
French	-	1	1	9	14	19	44
German	1	-	5	8	5	12	31
Japanese	-	-	-	4	5	2	11
Spanish	-	3	7	14	20	36	80
Portuguese	-	-	-	-	-	2	2
Other	-	-	-	-	2	4	6
Total	1	4	13	35	46	75	174

IBM/EXHIBITS

EXHIBIT IV

TYPES OF INTERNSHIPS--requirements may be satisfied through:

1. U.S.-based company involved in any of the functional aspects of international business, utilizing the foreign language in business communications. This would complete both the business and the foreign language internship requirements.
2. Same as #1, without the foreign language requirement. This would only complete the international business component of the internship requirement. The student should seek the foreign language professor for the completion of the requirement.
3. Overseas assignment - obtained through AIESEC, faculty, or personal contacts. The assignments would involve some aspect in any of the functional areas in managing a business--company involved in domestic or international business. This internship would complete both the language and the business internship requirements.
4. Study abroad or exchanges would quality for one or both internship requirements.
5. Summer work programs through Foothill College or similar programs.
6. Business Travel Seminars (coordinated by Dr. Dan Brenenstuhl, Arizona State University, seminars conducted in Europe and the Orient).
7. London semester - one semester study term through the California State System, Chancellor's office.
8. Small Business Administration course - if the course has some international aspect.
9. Other.

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EXHIBIT V

DISTRIBUTIONS OF INTERNSHIPS AND POSITIONS OF GRADUATES

INTERNSHIPS
40% Overseas or International in the U.S.

ENTRY POSITIONS
25% International Positions with U.S.-based Companies and Overseas

TYPES OF ORGANIZATIONS
Airlines
Banking, Financial Services
Freight Forwarding and other Transportation Services
Hotels, Resorts, Theme Parks
Language Services
Manufacturers (auto mfg., computers, pharmaceuticals, medical, etc.)
Retailing
Trade Associations
U.S. Department of Commerce

DESCRIPTIONS OF POSITIONS
Bank Tellers
Assistant in Promotions
Inventory Control
International Customer Service
International Sales Support
International Sales
Export Administrator
Export Analyst
Export Coordinator
Export Manager
Order Entry
Product Manager
Technical Translator
Financial Analyst
Marketing Controller

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EXHIBIT V.A.

INTERNATIONAL BUSINESS INTERNSHIPS THROUGH JANUARY 1990

I. Overseas Internships by Language Concentrations

A.	German:	23
B.	Spanish:	11
C.	French:	16
D.	Japanese:	6

II. Overseas Internships by Country

A.	Germany:	18
B.	France:	8
C.	Japan:	5
D.	Switzerland:	4
E.	Belgium:	3
F.	Spain:	3
G.	Austria:	2
H.	Chile:	2
I.	Mexico:	2
J.	Honduras:	1
K.	Puerto Rico:	1
L.	Canada:	1
M.	Bahamas:	1
N.	Taiwan:	1
O.	Hungary:	1
P.	Colombia:	1
Q.	Ecuador:	1
R.	Greece:	1

Total Overseas Internships: 56

III. Domestic Internships By Language Concentration

A.	German:	10
B.	Spanish:	61
C.	French:	28
D.	Japanese:	9

Total Domestic Internships: 108

Total Internships For Which We Have Records: 164

EXHIBIT V.B.

EMPLOYMENT DATA
(Base 48)*

Number of Graduates Employed Overseas:	7 (14.6%)
Number of Graduates Working in the U.S.:	41 (85.4%)
Number of International Positions:	19 (46.3%)
Number of Domestic Positions:	22 (53.7%)

* This represents 30% response of the graduates.

EXHIBIT VI

STRENGTHS

(Alumni Survey)

Course in International Finance

Course in International Marketing

Course in Export/Import Administration

Cultural Courses

Language Preparation

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EXHIBIT VII

CONCERNS

(Alumni Survey)

Internships: more seminar/workshops on preparation for overseas internships and reports.

Internship Requirement: more instructions on the academic requirements.

Languages: more emphasis on business aspects, translations, and interpretations.

Courses: offer more specialized courses.

Course Requirements: more international finance and accounting, MIS courses.

Topics: more on international current events, international negotiations, strategic plans, and ethics.

Career Preparation and Placement: more workshop/seminars on contacts focus on local companies in international business.

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